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Million Dollar Website: Simple Steps to Help You Compete with the Big Boys - Even on a Small Business Budget

Lori Culwell

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"Lori Culwell's insight has made DiscoverNursing.com the award-winning website it is today. This book is an invaluable resource for anyone with a small business."
—Andrea Higham,
Director of the Campaign for Nursing's Future

Million Dollar Website

Simple Steps to Help You Compete with the Big Boys—Even on a Small Business Budget

- Hone your brand image
- Build commerce and credibility
- Attract repeat customers
- Avoid costly mistakes
- Increase traffic and your bottom line

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good ideas that are still applicable, but get more applicable concepts with more recent publications.0 of 0 people found the following review helpful. Good information, but poorly executed in order to keep the reader interestedBy SpeedreaderI could take it or leave this one. Packed with very knowledgeable information on how to create a decent website, I found the book a little boring, as some of the other readers indicated: lack of photos and some sections dragged on and on. It does have some good information in there on how to build and promote a website, if you can get through some of the longer sections.0 of 0 people found the following review helpful. Informative content but as an English major, I stumble ...By Evelyn SanoriaInformative content but as an English major, I stumble when it comes to grammatical errors, and so far, I've found several! In my mind, these errors somewhat discredit the author or editor... Otherwise, although I haven't finished reading it, this book has been helpful.

The only guide for the small business owner to create a revenue-enhancing website that lets them compete with the "big boys."Award-winning website consultant Lori Culwell demonstrates how to create a website that will increase sales and generate repeat customers on a small business budget. Not just another "graphic design for the web" book, Culwell offers invaluable insider advice on what it takes to build a high-profile website, including dozens of guidelines to avoid the pitfalls of bad usability, with invaluable tips on: ? Enhancing brand awareness ? Creating graphic designs that keep customers engaged and not confused ? Writing web-savvy content ? Capitalizing on user feedback ? Making the most of search engine optimization ? Using blogs and social networking sites to increase traffic and get the word out

"Lori Culwell's insight has made Johnson Johnson's discovernursing.com the award-winning website it is today. This book is an invaluable resource for anyone with a small business." -Andrea Higham, Director of the Johnson Johnson Campaign for Nursing's FutureAbout the AuthorLori Culwell has served as a content strategist and usability specialist for US Web/CKS. She is a consultant for Johnson Johnson, where she helped create discovernursing.com, the #1 nursing website in the nation and for which she received the Big Apple Award for Excellence in Corporate Communications. She was also a member of the team that was awarded the Ron Brown Award for Corporate Leadership Award from the White House.